

POSITION DESCRIPTION

Position Title:	Communications & Engagement Business Partner	Classification:	Band 6
Group:	Governance, Facilities and Economy	Business Unit:	Communications and Engagement
Reports to:	Team Leader Communications		
Direct Reports:	NA	Date:	July 2024

ORGANISATIONAL CONTEXT

Cardinia Shire Council is committed to building a sustainable shire for present and future generations to enjoy. Council plays an important role in contributing to life in our community. We provide services which supports the wellbeing of our residents now and into the future.

To deliver on our commitment, we are developing a skilled and professional workforce that embraces our organisational culture, values, and demonstrates key leadership capabilities. Our culture is defined by working together, working differently, and working for the future. We value teamwork, respect, accountability, communication, and customer focus. These values underpin our work and our behaviours ensuring we deliver on the Council's vision while maintaining a healthy, engaging, and inclusive workplace.

POSITION OBJECTIVES

- Develop, implement and evaluate a broad range of communication plans and strategies to ensure effective internal and external communications on Council's services, initiatives and programs.
- Advise on and evaluate engagement activities, initiatives and opportunities through adherence with council's Community Engagement Policy and other related legislation.
- Promote a positive image of Council and manage its reputation in a planned way via proactive and reactive communications activities and campaigns.
- Generate increased recognition of Council and its services within our community and internal stakeholders through a strong and consistent corporate identity and brand.
- Manage and maintains Council's corporate image to ensure quality and consistency and adherence to the strategic goals of the organisation.

KEY RESPONSIBILITIES AND DUTIES

Key responsibilities include, but are not limited to:

- Advise and support employees to ensure effective, regular, relevant promotion of Council is achieved, including through the development of communications plans and activities.
- Coordinate and develop the production of internal and external communication material as required.
- Coordinate training, advice and professional development opportunities in relation to a variety of communications mediums to support staff in the organisation to deliver high quality communications.
- Deliver actions from the Communications Strategy as directed.
- Develop, implement and evaluate a broad range of communication/information/public relations strategies, programs and activities to ensure effective internal and external communications that promote a positive image of Cardinia Shire Council.
- Other duties as directed by Team Leader Communications.

Media and community relations

- Manage, develop and coordinate proactive and reactive media activities including media releases, media responses, photo opportunities and media statement on specific issues, projects and campaigns, in conjunction with management, staff and key stakeholders.
- Provide advice and support to the Mayor and councillors on media and communications matters as required.

Publications and speeches

- Plan and draft content for Council's publications.
- Provide advice and support to management and staff on producing publications and strategic documents, including editing content and providing advice on formatting, layout and accessibility requirements.
- Plan and prepare speeches for events hosted or attended by Council.

Social Media

- Plan and generate high quality, engaging and targeted social media content across Council's social media channels.
- When required, monitor and respond to enquiries and comments on our social media channels in consultation with the Customer Support team, including any urgent or critical issues that may arise.

Branding and design

- When required, act as the liaison between Council and graphic designers and other associated providers.

Website

- Contribute to drafting, editing, uploading, publishing and managing high-quality, customer-focused content for Council's corporate website.

Engagement

- Support the implementation of relevant Engagement Strategy Action Plans.

- Research and develop new techniques and opportunities for engaging a broad section of the community and ensure that community consultation practices and tools are continuously improved.
- Advise on and support the preparation of Engagement Plans to document engagement activities being undertaken within the community.
- Provide expertise and advice regarding communications and consultation for Council projects that encourage and maximize community awareness and participation.
- Maintain and develop Council's Engagement Portal and associated administration.
- Run reports to provide information and data for communications and engagement plans and activities.

POLICY AND PROCEDURE COMPLIANCE

- Adhere to (and promote) HR, IT, OH&S/Risk Management policies, procedures and practices.
- Demonstrate understanding and accountability for record keeping policy including the accuracy and capture of data, the sensitivities involved and the release and destruction of documents.

ISSUES, CRISES, AND EMERGENCY MANAGEMENT

- Support the Team Leader Communications to respond to issues, crisis and emergency management communications requirements. You may be rostered for incident management work out of normal office hours.

OCCUPATIONAL HEALTH & SAFETY RESPONSIBILITIES

- Take reasonable care for the health and safety of yourself and others in the workplace, ensuring we provide and maintain a working environment that is safe and without risk to the health of employees, contractors, visitors and the general public, as far as is reasonably practicable.
- Ensure all legislative and regulatory responsibilities are addressed and met in relation to occupational health and safety.
- Responsible for ongoing consultation with employees, employee health and safety representatives and supervisors to identify and eliminate hazards and risks in the workplace.
- Ensure hazards, incidents, near misses and injuries are reported immediately and recorded within the appropriate system.
- Actively participate in the planning and execution of Return-to-Work plans as required.

ACCOUNTABILITY AND EXTENT OF AUTHORITY

- Undertaking all day-to-day activities in relation to Communications within Council policy and budget constraints.
- Making operational decisions within the scope of work allocated.
- Act in accordance with position objectives, with regular reporting to ensure adherence to position goals and objectives.
- Freedom to act is subject to regulations and policies, and regular supervision.
- Decisions and actions may be subject to appeal or reviewed by more senior employees.

JUDGMENT AND DECISION MAKING

- The position operates in a specialised area that requires considerable knowledge, experience and understanding of corporate communications, strategies and activities in the local government environment. The person needs the skills to identify initiatives that will enhance Council's image, as well as to anticipate potential issues and prepare communications in advance.
- Guidance and advice is usually available however, the incumbent must display significant independent ability and knowledge when making decisions.

SPECIALIST KNOWLEDGE AND SKILLS

- Sound written and verbal communication skills, with an ability to write in a clear, concise and understandable manner. using 'plain English' principles.
- Proven experience in developing, implementing and evaluating strategic communications plans and strategies.
- Proven experience in generating social media posts, responding to comments and monitoring social media accounts.
- Proven experience in communication planning and content production for digital channels including generating and publishing website content.
- Exceptional stakeholder engagement with all levels of employees, including experience negotiating with and influencing leaders to ensure proactive communications solutions that align organisational needs and strategy.
- Capable of producing sound and confident decisions and solutions within critical timelines.
- Proficiency and competency in Microsoft Office suite, particularly Word. Experience in professional design software and/or web publishing will be an advantage.
- Understanding of long-term unit goals and the wider organisational goals.
- Well-developed knowledge of community engagement principles and processes including the IAP2 community engagement model.

INTERPERSONAL SKILLS

- Strong facilitation and presentation skills. It is likely that this role will present to senior leaders across the organisation and external stakeholders.
- Sound communicator (written and verbal) with the ability to gain the trust and confidence of leadership, employees and professionals from a wide range of disciplines.
- Provide strong and positive customer service both internally and externally.
- Strong attention to detail.
- Ability to gain cooperation and assistance from others within the organisation.

MANAGEMENT SKILLS

- Managing time, setting priorities, planning and organising own work to achieve specific and set objectives in the most efficient way possible within the resources available and within a set timetable.
- Ability to make independent decisions, good judgement and work with autonomy, initiative, and minimum supervision.
- Ability to manage own time, set priorities and achieve targets within allocated budgets and resourcing, and where appropriate, that of other employees.
- Contribute to a collaborative and innovative values-based culture.
- Foster innovation and make suggestions to improve work practises and processes.

QUALIFICATIONS AND EXPERIENCE

- Tertiary qualifications in an appropriate field.
- Previous experience in a similar position within a complex environment.
- Excellent communication skills (written and verbal) including the ability to adapt communications, build relationships and gain cooperation of internal and external stakeholders.
- Data analysis and report writing, with a strong attention to detail.

- Proven experience in stakeholder engagement, communication, and relationship management, especially in a construction, development, or economic development context.
- Experience in project coordination, planning, and implementation, with a focus on economic development projects or community revitalisation efforts.
- Experience in crisis response, conflict resolution, and managing challenging situations with stakeholders, such as during construction disruptions or community controversies.
- A current Victorian Drivers Licence

KEY SELECTION CRITERIA

- Tertiary qualifications in an appropriate field with previous experience in a similar position.
- IAP2 certificate is desirable.
- Exceptional stakeholder engagement with all levels of employees, including experience negotiating with and influencing leaders to ensure proactive communications solutions that align with organisational needs and strategy.
- Sound communicator (written and verbal) with the ability to gain the trust and confidence of leadership, employees and professionals from a wide range of disciplines.
- Capable of producing sound and confident decisions and solutions within critical timelines. • Ability to work in and contribute to a positive small team environment.

CONDITIONS OF EMPLOYMENT

Terms and conditions of employment are in accordance with the Cardinia Shire Council Enterprise Agreement 2021 and Cardinia's policies and procedures.

Tenure	This is a maximum term full-time position.
Pre-employment checks	All appointments are subject to a National Police Record Check, preemployment medical check, and a six-month probationary period (new employees only). Certain positions may also require a Working with Children Check.